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NEWS

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Legendary Bowhunter Chuck Adams Joins Bushnell Field Pros

Overland Park, KS. — Legendary Bowhunter Chuck Adams, one of the most experienced and respected archers in history, is the newest member of the Bushnell Outdoor Products' Field Pros. He will represent the Bushnell family of laser rangefinders, binoculars and trail cameras.

“Chuck Adams reaches an average of five million people per month in his writings and appearances; a level of exposure unrivaled in the hunting industry. We are adding the world's foremost archer to our elite group of Field Pros to promote the world's most chosen laser rangefinders and binoculars”, said Darin Stephens, Field Pro Coordinator at Bushnell.

During the past 34 years, Adams has written 5,100 magazine articles and 10 full-length books. He has received the *Bowhunting World* Reader's Choice Award for 16 consecutive years as the most popular writer in that magazine, and has written the two best-selling books in the history of archery. He holds an honorary doctorate degree from Penn State University for his landmark writing in the archery field.

Chuck Adams notes, “I've used Bushnell products many times over the last several years and have found as an archer that the laser rangefinders are especially critical for judging distance to make a clean shot. I appreciate that Bushnell understands the hunter and ensures that their products are easy to use.”

Each spring, Adams delivers 30 to 40 hunting seminars and keynote speeches at America's largest sporting events. He appears 50 to 60 times each year on ESPN, VERSUS, and the Outdoor Channel, and stars on ESPN's "Whitetail Country" and "Advantage Adventures" television shows.

On Jan. 4, 1990, Adams became the first archer in history to harvest all 27 varieties of North American big game—a feat called the Super Slam. He has bagged more than twice as many official Pope and Young record book trophies as any other hunter in history—122 at last count. Adams has held archery World Records in Sitka Blacktail, Coues Whitetail, Mountain Caribou, American Bison, and American Elk categories...more P&Y World Records than anyone else. His giant 2000 elk was presented the Ishi Award, P&Y's highest honor and only the 15th bestowed during the Club's 40-year history. Adams has 10 bow-bagged animals registered with the Boone and Crockett Club, and 189 archery animals in Safari Club International's bowhunting record book—more entries with each club than held by any other archer.

He is the only bowhunter to complete five Grand Slams on American deer. He has taken 66 Pope and Young record-book deer, more than anyone else. Between mid-July 1996 and early July 1997, he bagged 13 official P&Y record-book animals...an all-time record for one year. Eight of these were deer, including three giant whitetails.

Adams is a Senior Member of the Pope and Young Club, Professional Member of the Boone and Crockett Club, Life Member of the Rocky Mountain Elk Foundation, and member of Safari Club International. At age 56, he is the youngest person ever inducted into Safari Club International's Bowhunting Hall of Honor and The National Bowhunters Hall Of Fame.

Bushnell Outdoor Products is a global manufacturer and marketer of branded consumer products based in Overland Park, Kansas. Bushnell Outdoor Products sells its products worldwide under the Bushnell[®], Tasco[®], Serengeti[®], Bollé[®], Uncle Mike's Law Enforcement[®], Stoney Point[®], Hoppe's[®], Butler Creek[®], Kolpin[®], Final Approach[®] and Simmons[®] brand names. For information about any of these brands or products, please contact Bushnell Public Relations at (913) 752-6105.

